

**Amendments to the Claims:**

This listing of claims will replace all prior version, and listings, of claims in the application.

**Listing of Claims:**

- Sup 1. (Amended) An integrated digital camera apparatus comprising:
- (a) a housing;
  - (b) a digital image acquisition apparatus built into said housing, said digital image acquisition apparatus including image capture apparatus for converting a light image to digital image data and image storage apparatus for storing said digital image data;
  - (c) a messaging apparatus independent of said digital image acquisition apparatus built into said housing, said messaging apparatus including
    - (i) transceiver apparatus limited to sending and receiving messages through a communications network, said messages not including digital image data from said digital image acquisition apparatus;
    - (ii) automatic signal transmission apparatus for automatically causing said transceiver apparatus to transmit a message request signal to said ~~message~~ messaging apparatus conveying an identification of said camera apparatus when said transceiver is turned on;
    - (iii) code apparatus for selectively receiving messages sent to said transceiver by a message center from a service provider, wherein said messages include ~~any combination of advertisements, and at least one of~~ warranty registration forms; and questionnaires, and wherein said service provider includes any combination of a billing

center, a retailer, and a camera manufacturer; and

- (iv) message display apparatus for communicating said messages to a user of said camera apparatus in graphic or audio form; whereby said messaging apparatus in said camera apparatus and said message center allows said service provider to promote an ongoing business relationship with said user after sale of said camera apparatus.

3. (Previously Amended) A digital camera apparatus as recited a claim 1 further comprising user activated apparatus for causing said transceiver to transmit a message request signal to said message center conveying an identification of said camera.

4. (Previously Amended) A digital camera apparatus as recited a claim 1 further comprising apparatus disabling said automatic signal transmission apparatus when a user does not want to receive messages.

5. (Previously Amended) A digital camera apparatus as recited in claim 1 wherein said code apparatus includes identification of a model number of said camera.

11. (Amended) A digital camera apparatus as recited in claim 6-1 further comprising interactive message response apparatus for responding to a question received in a message from said message center.

17. (Amended) A digital camera message system comprising:

- (a) a message center including
  - (i) apparatus for collecting, preparing and sorting messages to be sent to a transceiver in an assembly including a digital camera, wherein said messages include ~~any combination of advertisements; and at least one of~~ warranty registration forms; and questionnaires from a service provider, wherein said service provider includes any combination of a billing center, a retailer, and a camera manufacturer;
  - (ii) first communication apparatus responsive to reception of a message request signal conveying a camera identification for transmitting ~~said~~ messages to said transceiver along with a code; and
- (b) an integrated hand held assembly including
  - (i) a housing;
  - (ii) a digital image acquisition apparatus built into said housing, said digital image acquisition apparatus including image capture apparatus for converting a light image to digital image data and image storage apparatus for storing said digital image data;
  - (iii) transceiver apparatus limited to sending and receiving messages through a communications network, said messages not including digital image data from said digital image acquisition apparatus;
  - (iv) code apparatus including apparatus responsive to said code for selectively processing messages sent to said camera;
  - (v) automatic signal transmission apparatus for automatically causing

- said transceiver apparatus to transmit a message request to said message center conveying an identification of said integrated hand held assembly when said transceiver apparatus is turned on; and
- (vi) message display apparatus for communicating said messages to a user of said ~~camera apparatus integrated hand held assembly in~~ graphic or audio form;

whereby said message center allows said service provider to promote an ongoing business relationship with said user after sale of said integrated hand held assembly.

18. (Previously Amended) A digital camera message system as recited in claim 17 wherein said message center includes a capability to send a selected message to a specific said assembly based on said code.

19. (Previously Amended) A digital camera message system as recited in claim 17 wherein said message center further includes a capability to send a message simultaneously to a plurality of assemblies by transmitting a corresponding particular said code.

20. (Previously Amended) A digital camera message system as recited in claim 17 wherein said message center further includes a capability to prioritize messages as part of a single packet of multiple said messages.

21. (Previously Amended) A digital camera message system as recited in claim 17 wherein said assembly further includes means for disabling said automatic signal transmission

apparatus when a user does not want to receive messages.

30. (Previously Amended) A digital camera system as recited in claim 22-17 wherein said assembly further includes interactive message response apparatus for responding to a question received in a message from said message center.

53. (Amended) A method for maintaining communication between a camera-related service provider and a camera user after sale of the camera, the method comprising the steps of:

providing a message center for:

maintaining records of camera users and corresponding camera identification (ID),

storing messages to that include any combination of advertisements, and at least one of warranty registration forms, and questionnaires, and

sorting the messages into categories based on individual users and categories of users; and

transmitting from said message center to the camera, messages that match the categories associated with the user, such that the messages are communicated to the user on of the camera in graphical or audio form, thereby providing the service provider with an opportunity to promote an ongoing business relationship with the user.

54. (Original) The method of claim 53 wherein the message center transmits the messages to the camera in response to receiving the camera ID from the camera.

55. (Original) The method of claim 54 wherein the message center transmits each message with an ID code, and wherein the camera receives and stores only the messages having an ID code that corresponds to the camera.

56. (Original) The method of claim 55 wherein the user can subscribe with the message center to receive messages for selected categories.

57. (Original) The method of claim 55 wherein the user may select an option from the camera not to receive any messages.

58. (Original) The method of claim 53 wherein the message center continuously transmits generic messages to a plurality of cameras.

59. (Amended) The method of claim 53 wherein the message center packages personal messages for the user and for the a particular camera model together with generic messages, and transmits the package to the camera.